

TOWNSEND and TOWNSEND and CREW LLP

By: Timothy S. Parker
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

William M. Reller, et al.

Application No.: 10/694,643

Filed: October 27, 2003

For: SELECTING ADS FOR A WEB
PAGE BASED ON KEYWORDS
LOCATED ON THE WEB PAGE

Customer No. 20350

Confirmation No.: 4009

Examiner: Dalpreet S. Saluja

Art Unit: 3622

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER
37 CFR §1.97 and §1.98

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The references cited on attached form PTO/SB/08A are being called to the attention of the Examiner. Copies of the references are not enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

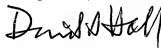
The Applicant also wishes to bring to the attention of the Examiner co-pending, related U.S. Application No. 11/561,832, entitled, "Optimizer For Selecting Supplemental Content Based on Content Productivity Of A Document", filed on November 20, 2006 (Attorney Docket No. 026296-000320US).

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, because this submission is prior to the issuance of a first Office Action on the merits.

However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



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